

Simply you.™

CREATE YOUR OWN STYLE



Michael Baruch

Trevor Cohen

Ryan Cohen

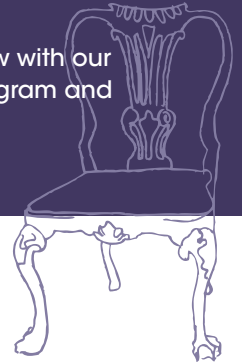
ABOUT OUR BRAND

Simply You™ is a passionate and driven company, with a focus on impacting the lives of women and a few good men.

We are so much more than a jewelry company, we invite you to pull up a chair and "CREATE YOUR OWN STYLE."

Whether its being an advisor and earning a lucrative income, being a Hostess and earning free jewels, or shopping for an accessory wardrobe that is simply your own; you decide what it means to "CREATE YOUR OWN STYLE."

We value family, fun, and creating Wow with our amazing jewelry, fabulous Hostess Program and our ground floor business opportunity



A MESSAGE FROM OUR CEO

It is with great excitement that I introduce you to not only a business, but a family I feel so privileged to be the founder of. Our talented team is well known for its success at Gifcraft, a company originally founded in 1946, which designs and manufactures lifestyle accessories, brands, licensed products and fashion jewelry.

I welcome you to explore Simply You™ for yourself. Start your own business and enjoy the freedom you will gain from joining our team. I am confident you will quickly discover that our jewelry pieces are...Simply You™.

Trevor Cohen
CEO, Simply You™

THE JEWELRY!



Inspired by the latest trends in fashion, Simply You™ jewelry is a collection of classic, elegant and fashion forward accessory pieces. Carefully designed and crafted using creative material and color combinations, it offers unique pieces that transition from classic to fashionable. Perfect and fitting for today's wardrobe, the pieces are versatile and timeless.

OUR DESIGNERS



PREET

CHRISTINE

PREET BRAR

"I love jewelry that can be worn everyday morning or evening, black tie or blue jeans," says designer Preet Brar. "And that's what my designs for Simply You are meant to be timeless, versatile and complementary to today's wardrobes."

Having worked across many continents, Preet weaves a myriad of global influences into her designs. In Preet's talented hands, materials shaped and flavors are combined to create jewelry that is chic and trend-forward, yet simple and elegant.

CHRISTINE LAGERWEIJ

Christine is blessed with a rare combination of talents. Inspired by the world of design and the button-down world of business and manufacturing, her personal love of jewelry creates the strong passion she has for trend, fashion and personal accessorizing.

Involved in many aspects of the business, travelling abroad and providing strong leadership within the team, her creative eye remains keen as she helps to design and develop the distinctive collections for Simply You.

HOST A PARTY!

Host your own SimplyYou™ party and take advantage of generous Host Rewards.

Earn free jewelry and the opportunity to buy additional jewelry at 50% off.

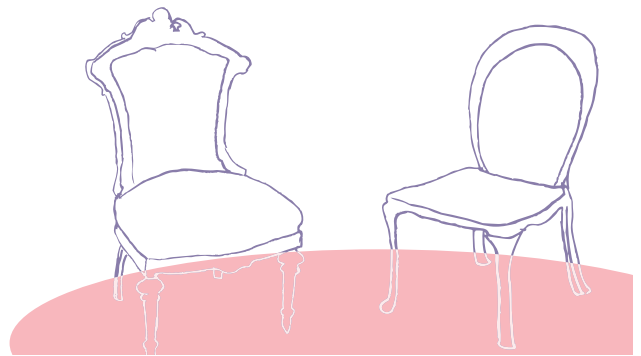


Take full advantage of what Simply You™ has to offer, join our team and become a Simply You™ Hostess today!

LOOK HOW QUICKLY YOUR SIMPLY YOU™ SHOPPING SPREE CAN GROW!

YOU SELL	YOU RECEIVE
\$250 - \$499	15% of your final sale amount in free jewelry and 1 Simply You™ item half price.
\$500 - \$749	20% of your final sale amount in free jewelry and 2 Simply You™ items half price.
\$750 - \$999	25% of your final sale amount in free jewelry and 3 Simply You™ items half price.
\$1000+	30% of your final sale amount in free jewelry and 4 Simply You™ items half price.

PLAN A SIMPLY YOU™ PARTY TODAY!



JOIN US

OUR ADVISOR OPPORTUNITY:

The Simply You™ Career Plan offers outstanding income opportunities regardless of whether you choose to do your business on a part-time or full-time basis.

Independent advisors make from 25% to 35% on their personal retail sales per month.

YOU SELL	YOU RECEIVE
\$100 / month	\$25 in retail profit at 25%.
\$750 / month	\$225 in retail profit & bonus at \$ 30%
\$2500 / month	\$875 in retail profit & bonus at \$ 35%



Advisors also receive 3% to 5% of the retail sales of their personally sponsored active recruits.

Qualified Leaders make a total of 40% retail profit and bonus on their personal retail sales. Leaders also make from 9.5% to 11% on the retail sales of their personally sponsored recruits and 5.5% on the retail sales of indirect recruits on their central team. Qualified Leaders receive monthly bonuses based upon the total retail sales volumes of their downline organization.

EARNING POTENTIAL

SIMPLY YOU™ ADVISORS

Join our team as a Simply You™ advisor and receive the following discounts on your monthly personal sales volume:

To be an active qualified advisor you must have \$750 in Personal Volume every rolling three months.

RETAIL SALES	RETAIL PROFITS	PERSONAL RETAIL SALES BONUS
\$1 - \$749	25%	-
\$750 - \$2,499	25%	5%
\$2,500+	25%	10%

FAST START INCENTIVES

Simply You™ offers rewarding Fast start incentives for new advisors, make sure you take advantage of them. Advisors can qualify for all 3 reward packages.

RETAIL SALES	PERSONAL RETAIL SALES VOLUME	PERSONAL RETAIL SALES	REWARD PACKAGE RETAIL VALUE
1ST 15 days	\$500	-	\$150
1st 30 days	\$1,000	-	\$200
1st 30 days	\$1,000	\$500	\$300

LEADERSHIP PROGRAM

There are 4 levels of leadership at Simply You™; Leader, Senior Leader, Director and Senior Director. Through hard work and dedication you can rise up the ranks for greater earning opportunities.

How you qualify:

	PERSONAL RETAIL SALES VOLUME	PERSONALLY RECRUITED ACTIVE ADVISORS	CENTRAL TEAM RETAIL SALES VOLUME	QUALIFIED 1ST GENERATION LEADERS
Leader	\$1,200	3	\$4,000	-
Senior Leader	\$1,200	3	\$4,000	1
Director	\$1,200	3	\$4,000	2 or more
Senior Director	\$1,200	3	\$4,000	4 or more

What you earn:

	RETAIL PROFIT	PERSONAL RETAIL SALES BONUS	PERSONAL TEAM SALES BONUS	1ST GENERATION BONUS*	2ND GENERATION BONUS*	3RD GENERATION BONUS*
Leader	25%	15%	5.5%	-	-	-
Senior Leader	25%	15%	5.5%	6%	-	-
Director	25%	15%	5.5%	6%	3%	-
Senior Director	25%	15%	5.5%	6%	3%	2%

*Paid on team sales of qualified Leaders

BUSINESS BUILDING BONUS (BBB)

This program was designed to provide additional bonuses for your direct recruits that you bring on to join the Simply You™ team. The BBB is paid out on your direct recruits personal retail sales volume.

To be BBB qualified you must have a personal retail sales volume of at least \$400 per month

NUMBER OF PERSONAL RECRUITS	BONUS ON RECRUITS' RETAIL SALES
1	3%
2 - 9	4%
10 OR MORE	5%

FAST START REWARDS PACKAGES

GET THE MOST OUT OF YOUR SIMPLY YOU™ BUSINESS.

Start off strong and earn free jewelry with Fast Start Rewards! The first 30 days of your business are key to gaining momentum, not only will you earn the most of your commissions, book more parties, meet more potential Advisors, you'll also add to your jewelry display!

period	personal retail sales volume	personal recruit retail sales	reward package retail value
1st 15 days	\$500	-	\$150
1st 30 days	\$1,000	-	\$200
1st 30 days	\$1,000	\$500	\$300
			\$650

Hit your Fast Start milestones and earn free jewelry! Advisors can qualify for all three jewelry packages.

Package 1



390223
Vermeer Earrings



390169
Kensington Necklace



390058
Bella Ring



390153
Gates Necklace



390088
Bay Ring

Package 2



390162
Jardine Necklace



390231
Tubor Bracelet



390187
Ruby Necklace



390212
Hale Earrings



390211
Orbit Necklace

Package 3



390017
Kate Bracelet



390026
Eva Earrings



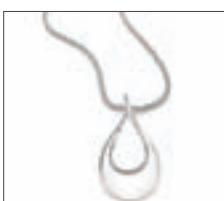
390037
Blanche Earrings



390048
Ava Ring



390095
Sophia Necklace



390097
Pacific Necklace



390163
Primavera Necklace

ADVISOR STARTER KIT

Join Simply You™, and *create your own style*. Work when you want to work, and earn what you want to earn. **THIS BUSINESS IS UP TO YOU!**

ADVISOR KIT
\$199



EVERYTHING YOU NEED TO START YOUR BUSINESS! Plus your own personal website, your **You-Boutique!**

KIT CONTENTS:

- 1 jewelry neck
- 1 table cloth
- 1 jewelry roll up bag
- advisor carrying tote
- 1 bracelet bar
- 1 ring sizer
- 20 catalogs
- 50 customer order forms
- 7 hostess order forms
- 7 party summary envelop
- 1 earring holder
- 1 pack of mini style books
- **plus 28 jewelry samples**

